

Alyssa Romeo

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PROFESSIONAL SUMMARY

Creative and strategic advertising student seeking an entry-level position with:

- Strong knowledge of digital media, and social media platforms including trends (TikTok, Instagram, Twitter, Facebook)
- Skills: Microsoft Excel, Adobe Photoshop, InDesign, Pointlogic Commspoint (Media Planning Software)

EDUCATION

PENN STATE UNIVERSITY - University Park, PA

MAY 2023

Donald P. Bellisario College of Communications

GPA: 3.8

Bachelor of Arts Advertising, Minor in Digital Media Trends & Analytics

Dean's List

EXPERIENCE

AMERICAN EAGLE OUTFITTERS INC. - New York, NY

Unsubscribed Brand Marketing Intern June 2022 – August 2022

- Assisted the PR and Marketing team to grow the Unsubscribed fashion brand and increase brand awareness on all social channels
- Assisted with influencer programs by helping to identify potential partners and source and ship product
- Created weekly recaps & clipped placements into presentations to present to executives
- Worked closely with the unsubscribed team & Shadow PR team to help execute summer and fall strategy

DOGGIE'S PUB – State College, PA

Social Media Manager August 2022 – present

- Design and executes social media strategy across 5,000+ followers on Instagram, Facebook, and TikTok.
- Increased profile visits by 211% on Instagram in under 3 months
- Coordinating and hosting several performances and events, increasing foot traffic
- Grew total follower count by 22.7% and reached 181% more accounts in under 3 months

COMMAGENCY – State College, PA

Social Media Strategist September 2021 – present

- Increased engagement on client's social accounts by 647.5% in the span of three months
- Led social media workshops and offered consultations to over several clients
- Increased client's social reach by 1,853.5% over a semester

ADOBE - State College, PA

Campus Ambassador Nov 2021 – present

- Promote Adobe through content creation and advertising through personal social media channels, driving students' awareness and interest, leading to increased activations of Adobe Creative Cloud
- Planned and executed 4+ Adobe workshops teaching students how to best utilize Adobe applications.

SHOPTIQUES.COM - New York, NY

Social Media/Merchandising/Marketplace Intern Jan 2021 – June 2021

- Developed and implement a TikTok campaign for the company and manage logistics
- Utilized Planoly to manage social media posts for Instagram account with 34.4k followers and Pinterest account with 7.3 million monthly views